



THE
CONKLIN
CATALOG AND
SALES PLAN
FOR THE
OPENING OF SCHOOL
FALL & CHRISTMAS



THE CONKLIN PEN MANUFACTURING CO.



TOLEDO, OHIO
U. S. A.

Aug. 8, 1923

Mr. Dealer,

Seeking Profits.

New additions to the Conklin line of Pens and Pencils are illustrated in actual sizes and described in the accompanying catalog.

The revised Conklin line embodies the following, which should be made a part of your Opening of School and Fall stock. They mean greater profits for you.

A full line of both Crescent and Lever Filler Conklin fountain pens. These are obtainable in black chased or plain polished ebony models. Handsome red barrel pens with reinforced caps and the new midget line in black rubber, sterling silver, white, yellow and green gold.

These, combined with the complete line of Conklin Pencils in long length with clip, short and midget lengths with rings in silver plate, sterling silver, yellow, green and white gold, make it possible for you to satisfy the varied tastes of all your customers.

Then too, Conklin Utility Sets can be made up by the combining of matched designs of Pens and Pencils in the two standard lengths as well as in the new midget length, offer most excellent possibilities for profit for your store during the Opening of School, Fall and Holiday Season.

Full pages in the Saturday Evening Post appearing at frequent intervals beginning September 1, will assist you to make bigger and more profitable sales.

And next week you will receive a complete set of attractive window cards to identify your store with this advertising. Use them as suggested on page sixteen of the accompanying catalog. Conklin pages cut from the Saturday Evening Post can also be used in your window scheme in a very profitable manner.


Conklin, with its varied and complete line, is the avenue to bigger sales - be prepared to get your share by placing your orders early.

Conklin field representatives are now booking orders for Opening of School, Fall and Christmas. See the new enlarged Conklin line before placing your order.

Your emergency requirements will be given prompt attention. Specify them on the accompanying order form and mail direct to our factory.

Yours truly,
THE CONKLIN PEN MFG. CO.

By


Ass't Sales Manager.

Conklin Sales and Advertising Plan

MR. DEALER: On the following pages you will get an idea of the magnitude of Conklin's full line of crescent and lever filler pens, automatic pencils, and utility sets for your Opening of School, Fall and Holiday business.

In adding a complete line of lever filler pens, we have maintained the same high standard of production and simplicity of construction that has characterized the progress of Conklin during the past quarter century.

All crescent filler and lever filler parts, except the barrels of the pens, are interchangeable.

Conklin advertising will appear in large space at frequent intervals in prominent national magazines throughout the fall and holiday seasons. A complete assortment of Window Display Cards that tie up with the national ads, will be sent to you in a few days.

The completeness of the Conklin line, together with the effective advertising, means greater sales to you.

THE CONKLIN PEN MANUFACTURING COMPANY

TOLEDO, OHIO

BOSTON

SAN FRANCISCO

CHICAGO

TM
 This is an exact reproduction of the full page Conklin ad that will appear in the Saturday Evening Post, September First.

Other ads, equally as attractive and effective, will appear at frequent intervals throughout the remainder of the year.

Oh Boy!

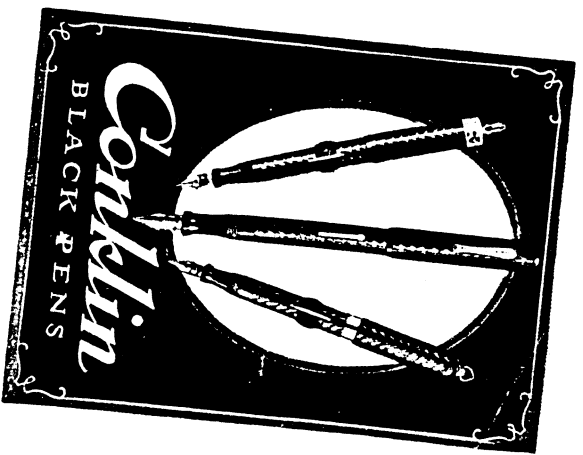
Conklin

"See what Daddy gave me to start the school days right"

The Pen \$6.00

The Pencil \$3.50

Most exquisite in pen and pencil



Here's "the opening of school" set of Conklin window cards that will be mailed to you in a few days

Conklin Red Pens

Six Models, \$5.25 Each

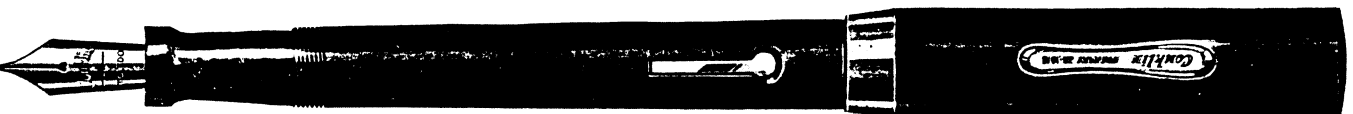
RED FOUNTAIN PENS have been added to the Conklin line at the request of thousands of dealers. Many similar requests have been received from consumers who know and appreciate the value of Conklin quality.

Materials and workmanship in this pen fully maintain the high standard that has always characterized Conklin production.

The gold band has been made a standard feature on all Conklin Red Pens, not only because it adds beauty to the holder, but because it strengthens the cap as well, thus reducing accidents and breakage.



4614PR



461RC



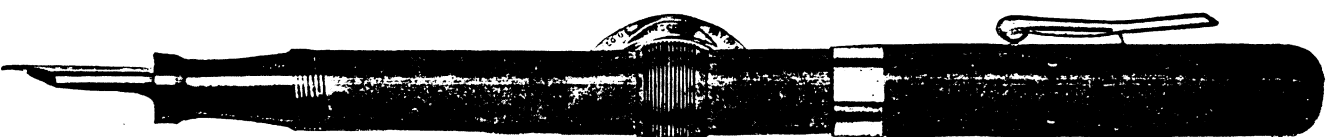
461PRC

Lever Filler Type

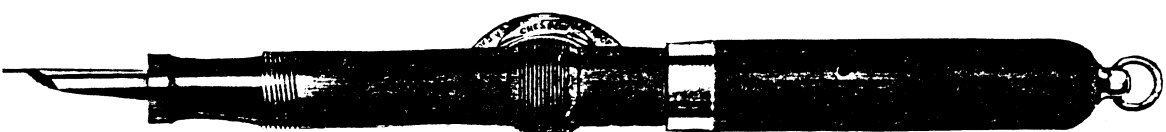
- Long length with Pocket Clip 461RC
- Short length with Pocket Clip 461PRC
- Long length with Ring Tip 4614PR
- Short length with Ring Tip 4614PRC



41PRC



41RC



414PR

Crescent Filler Type

- Long length with Pocket Clip 41RC
- Short length with Pocket Clip 41PRC
- Long length with Ring Tip 414PR
- Short length with Ring Tip 414PRC

Conklin

Black Pens

Crescent Filler Type

Long Length
Models



No. 25C
\$2.75



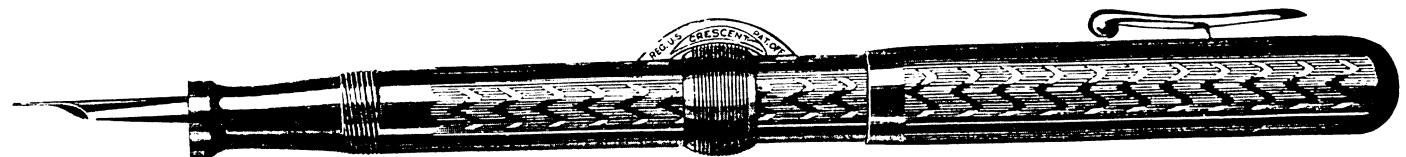
No. 20C
\$2.75



No. 30C
\$3.25



No. 40C
\$4.25



No. 50C
\$5.25



No. 75C
\$7.75

Conklin Gold Bands

CONKLIN GOLD BANDS add not only a distinctive note of fashion to the pen, but serve a definite purpose as well. They prevent splitting of caps, and insure a tighter grip when the cap is screwed on the barrel. Plain gold bands also permit the engraving of the owner's name or initials.

Quarter-inch Rolled Gold Band Plain Polished

This band can be supplied on any of the pens on the opposite page. By so doing, the prices and catalog numbers are changed as follows:

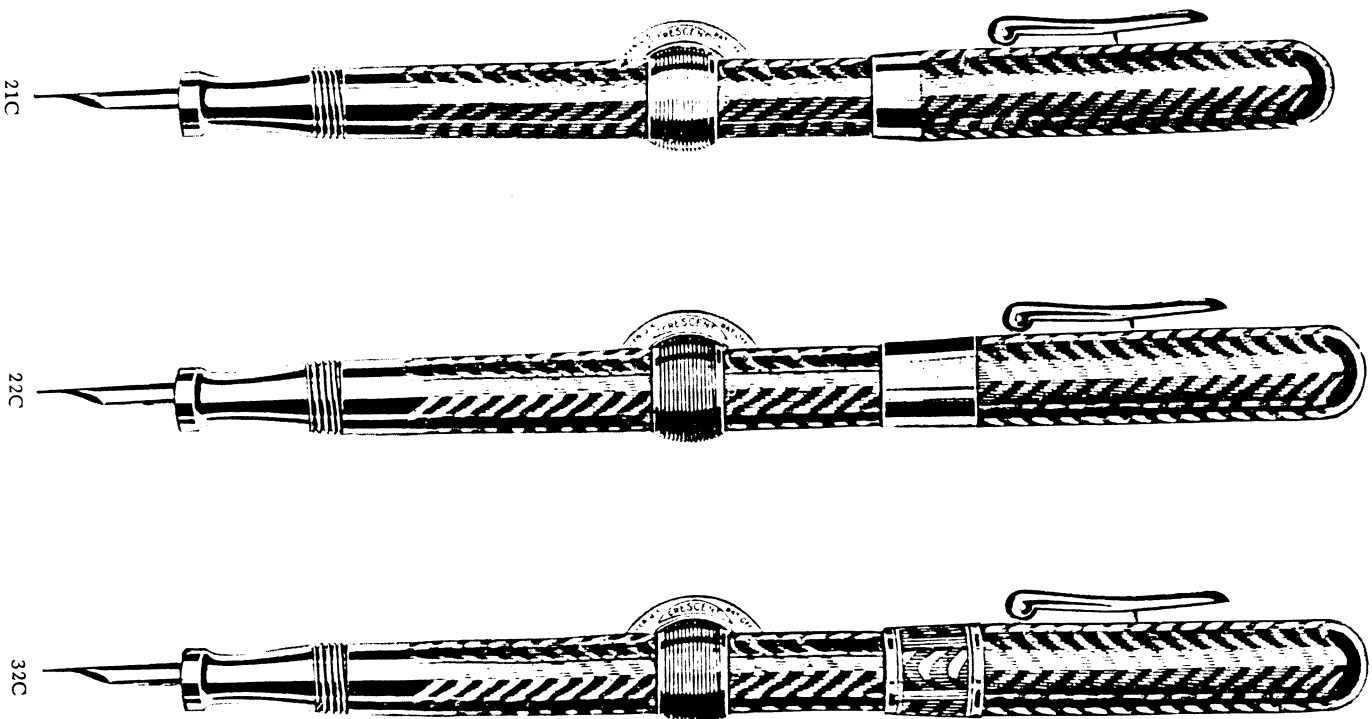
25C becomes 251C at.....	\$3.25
20C becomes 21C at.....	3.25
30C becomes 31C at.....	3.75
40C becomes 41C at.....	4.75
50C becomes 51C at.....	5.75
75C becomes 751C at.....	8.25

Half-inch Rolled Gold Band Plain Polished or Chased

Any pen on the opposite page, except the 25C can be obtained with either a half-inch plain or chased gold band. By so doing, the prices and catalog numbers are changed as follows:

20C becomes 22C at.....	\$3.75
30C becomes 32C at.....	4.25
40C becomes 42C at.....	5.25
50C becomes 52C at.....	6.25
75C becomes 752C at.....	8.75

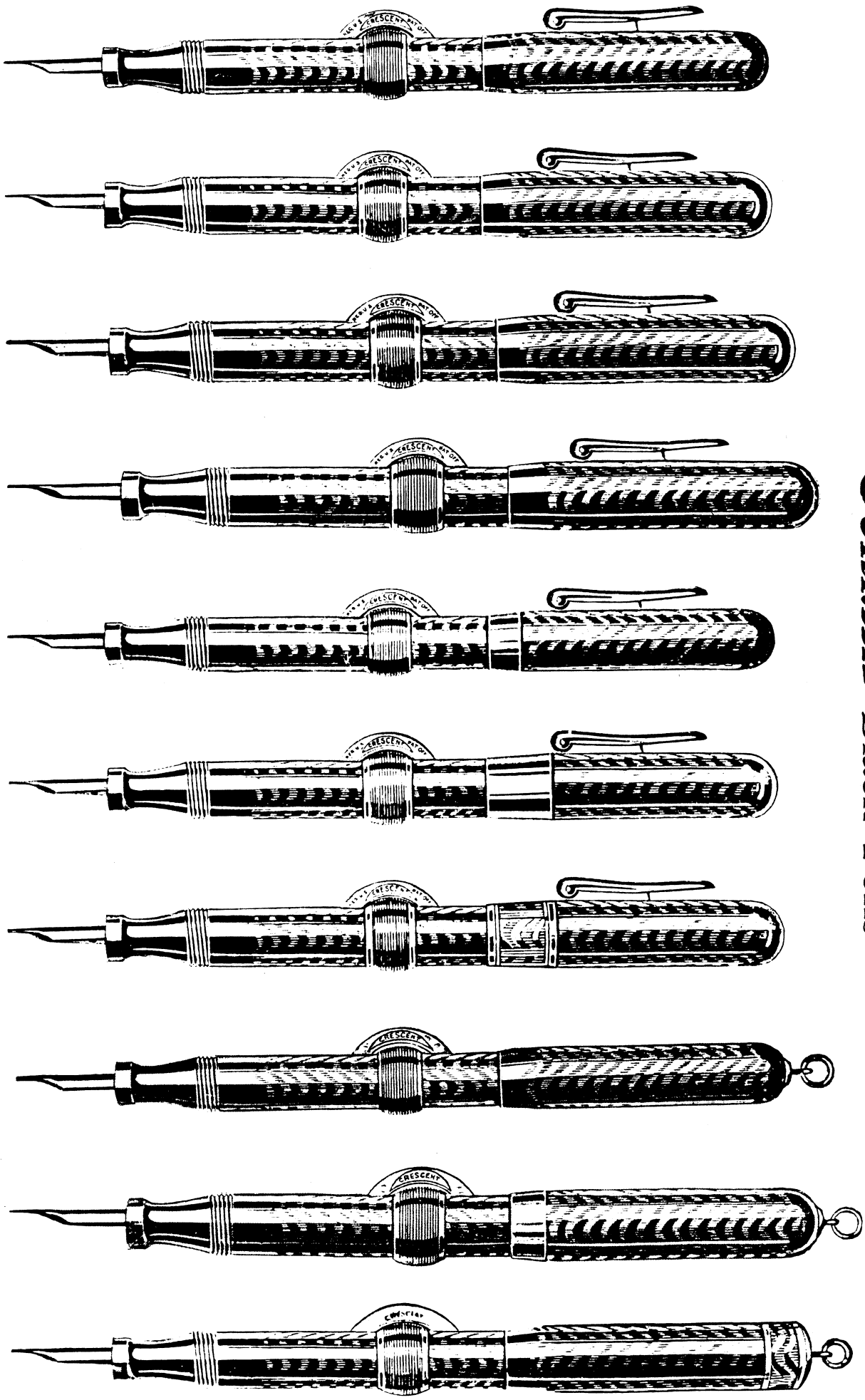
Plain, highly polished, black barrels, without chasing, furnished if desired.



Crescent Filler Type

Conklin Black Pens

Short Length Models



No. 25PC
\$2.75

No. 20PC
\$2.75

No. 30PC
\$3.25

No. 40PC
\$4.25

251PC

22PC

32PC

254P

2514P

23P

Ring Tip and Plain Polished Gold Band
25PC becomes 2514P at \$3.25
20PC becomes 214P at 3.25
30PC becomes 314P at 3.75

1/4-in. Plain Polished and Chased Gold Band on Cap
25PC becomes 251PC at \$3.25
20PC becomes 21PC at 3.25
30PC becomes 31PC at 3.75

Half-inch Plain Polished or Chased Gold Band on Cap
20PC becomes 22PC at \$3.75
30PC becomes 32PC at 4.25

The Ring Tip
25PC becomes 254P at \$2.75
20PC becomes 24P at 2.75
30PC becomes 34P at 3.25

The Chateleine
25PC becomes 253P at \$3.50
20PC becomes 23P at 3.50
30PC becomes 33P at 4.00

Conklin

Black Pens

Lever Filler Type

Long Length

Quarter-inch Rolled Gold Band Plain Polished

This band can be supplied on any of the pens on this page. By so doing, the prices and catalog numbers are changed as follows:

26C becomes 261C at..... \$3.25
 46C becomes 461C at..... 4.75
 56C becomes 561C at..... 5.75
 756C becomes 7561C at..... 8.25

Half-inch Rolled Gold Band Plain Polished or Chased

Any pen on this page can be obtained with either a half-inch plain or chased gold band. By so doing, the prices and catalog numbers are changed as follows:

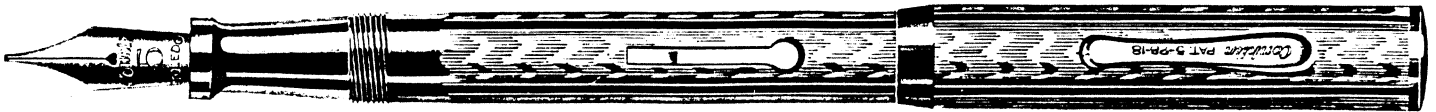
26C becomes 262C at..... \$3.75
 46C becomes 462C at..... 5.25
 56C becomes 562C at..... 6.25
 756C becomes 7562C at..... 8.75



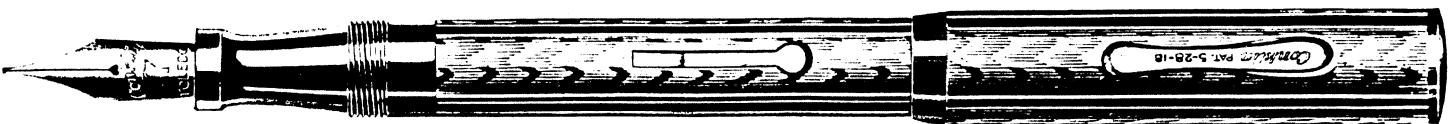
No. 26C
\$2.75



No. 46C
\$4.25



No. 56C
\$5.25



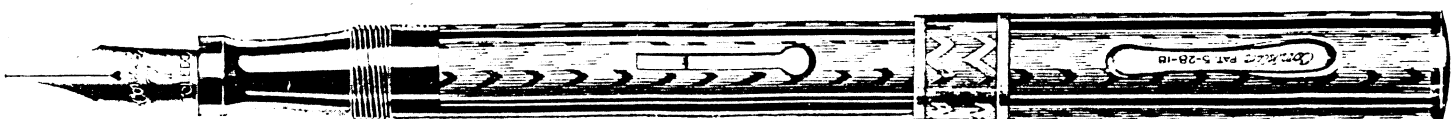
No. 756C
\$7.75



No. 261C



No. 262C



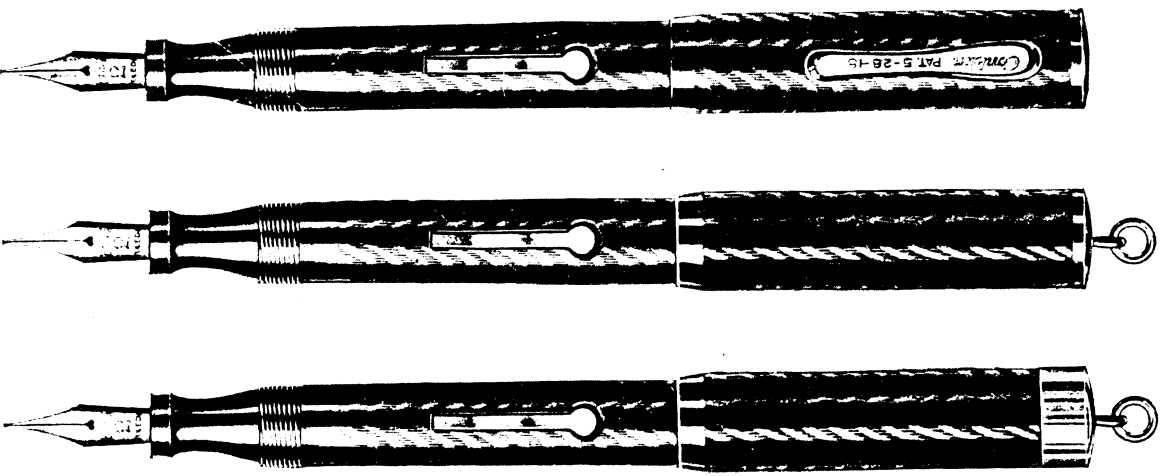
No. 7562C

Regular Models—Short Length

Conklin Black Pens

Lever Filler Type

Midget Models—Actual Size

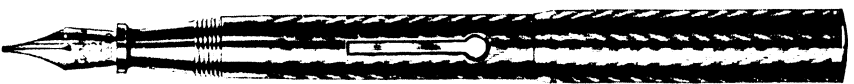


26PC
\$2.75

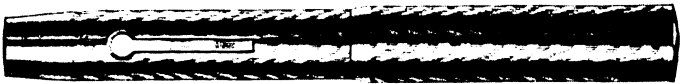
No. 264P
\$2.75

No. 263P
\$3.50

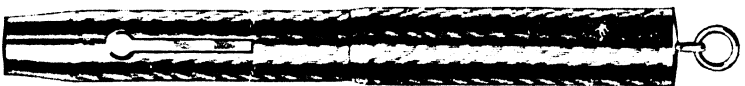
These pens also furnished with quarter-inch gold bands—50 cents extra. Half-inch gold bands \$1.00 extra.



No. 256P
\$2.50



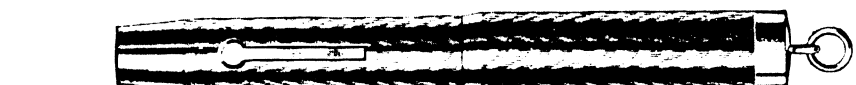
No. 2564P
\$2.75



No. 25614P
\$3.25



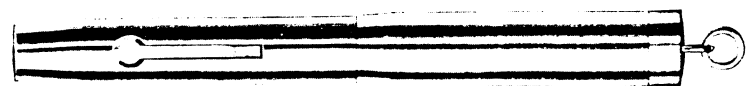
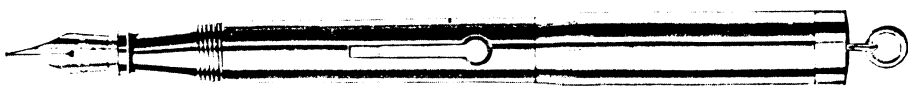
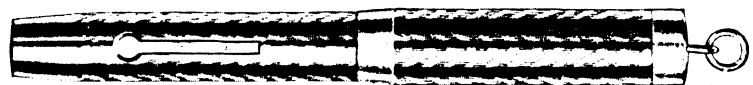
No. 2563P
\$3.50



No. 25613P
\$4.00



No. 25613K
\$5.00



The 25613K is equipped with 14 Karat Solid Gold, Chatelaine tip, band and filler.

Conklin Midget Metal Pens

White, Green and Yellow Gold, and Sterling Silver

This pen closed is $3\frac{1}{2}$ inches in length. Midget Models in all metal barrels are equipped with a special No. 2 nib and cannot be equipped with the No. 2 nib which is supplied in our regular No. 20 line.

Sterling Silver

Crescent Filler	Lever Filler
220PB	226PB
220PE	226PE
220PV	226PV
	Basketweave.....
	Colonial.....
	"V" Design.....
	5.00

Yellow Gold

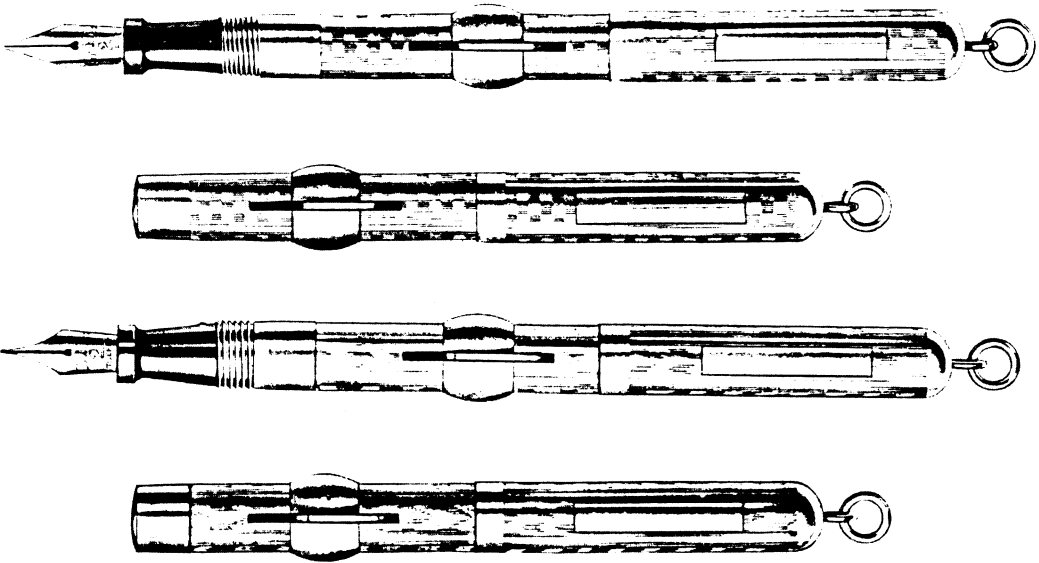
221PB	227PB
221PE	227PE
221PV	227PV
	Basketweave.....
	Colonial.....
	"V" Design.....
	5.00

Green Gold

222PB	228PB
222PE	228PE
222PV	228PV
222PH	228PH
222PK	228PK
	Basketweave.....
	Colonial.....
	"V" Design.....
	Engine Turned.....
	Engine Turned.....
	6.50

White Gold

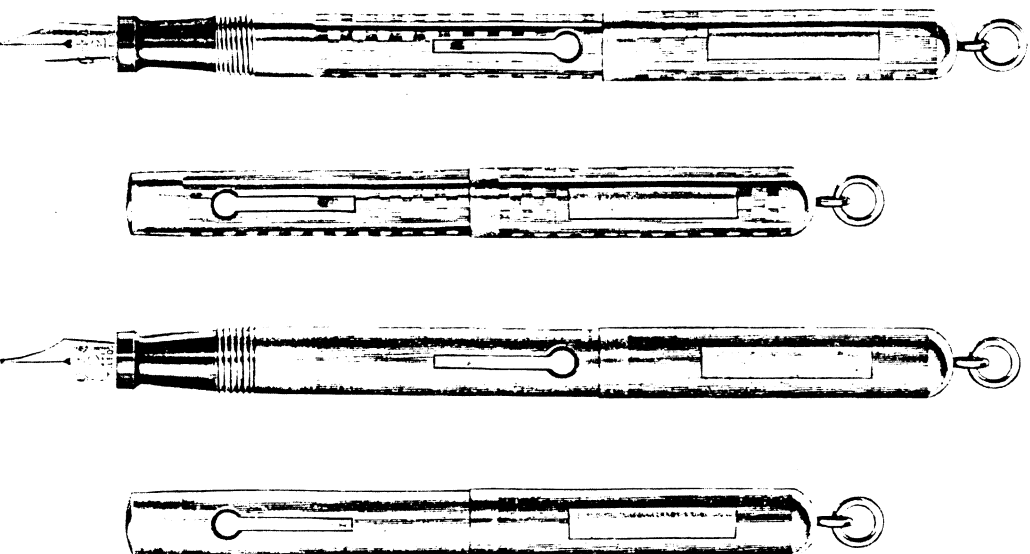
223PD	229PD
223PK	229PK
	Diamond.....
	Engine Turned.....
	\$6.50



No. 221PB

No. 221PV

Crescent Filler Type



No. 227PB

No. 227PE

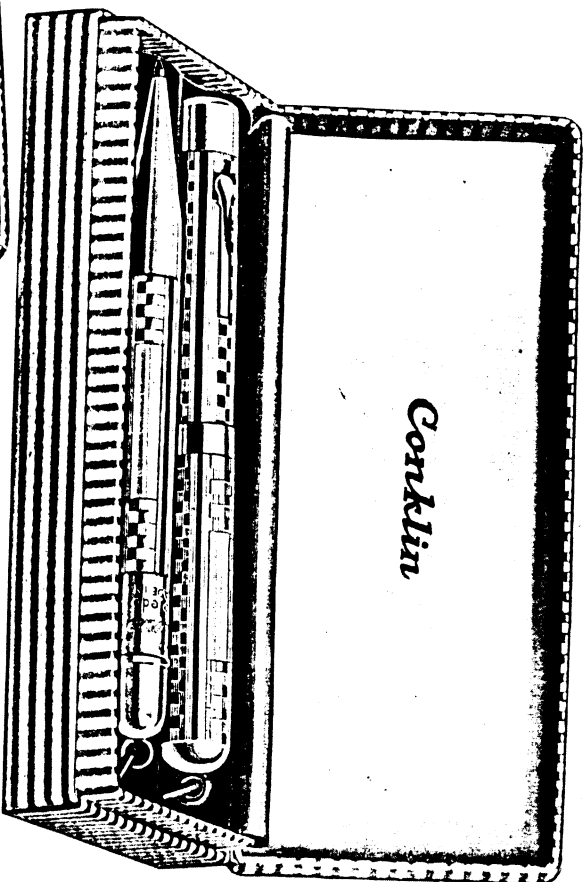
Lever Filler Type

Pens and Pencils three and one-half inches in length

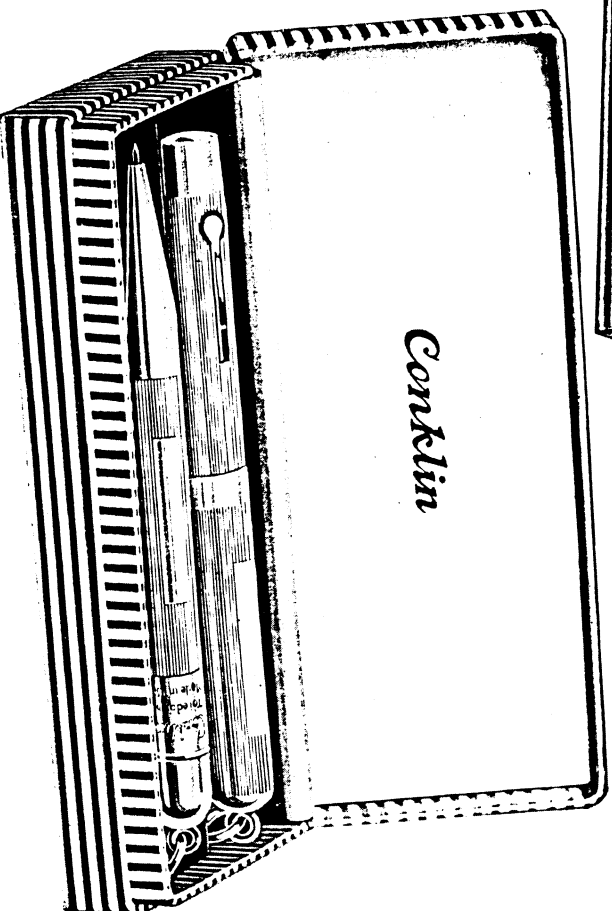
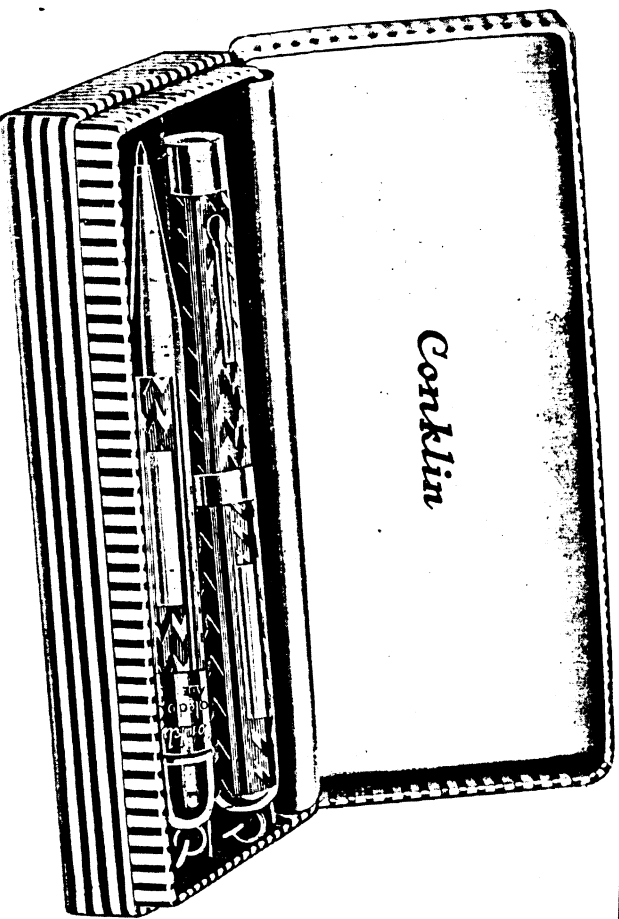
Conklin Midget Utility Sets

Crescent and Lever Filler Types

PEOPLE who buy a Conklin Pen or Pencil, buy the greatest writing satisfaction on sale today. There is a powerful added attraction when the two are combined into an harmonious Utility Set.



IN White Gold, Green Gold, Yellow Gold and Sterling Silver, handsomely boxed, they embody the last word in greater writing satisfaction, greater beauty and years of continuous usefulness.



Sterling Silver Sets

Yellow Gold

Green Gold

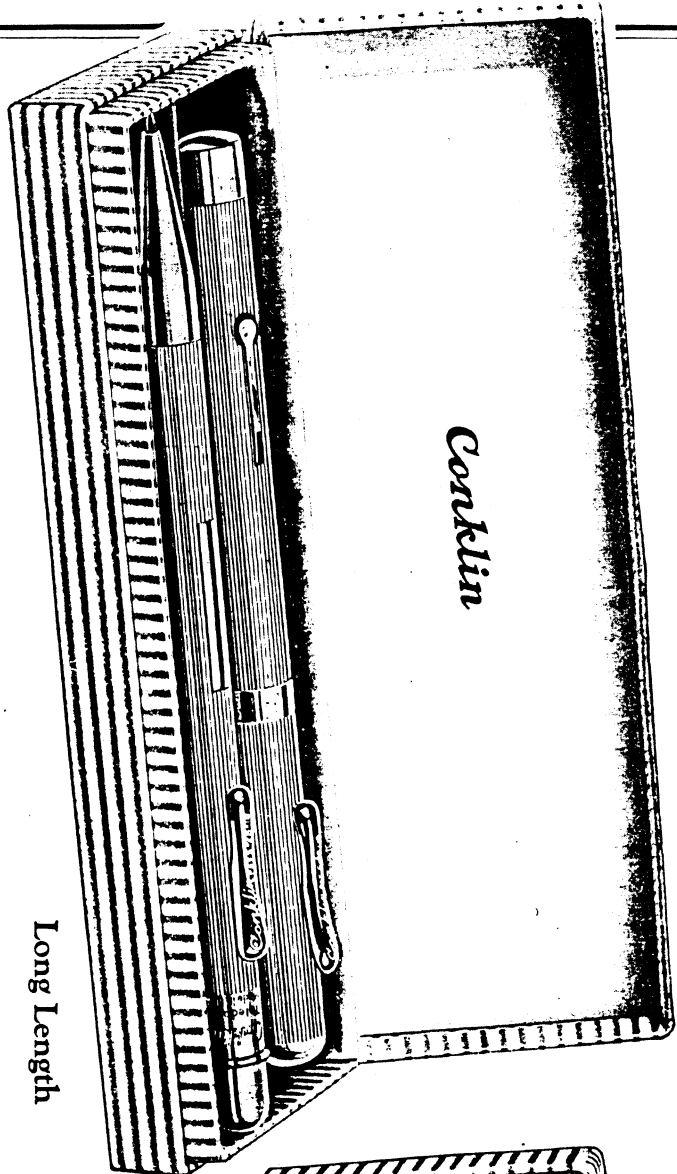
White Gold

Crescent Filler	Lever Filler	Crescent Filler	Lever Filler	Crescent Filler	Lever Filler	Crescent Filler	Lever Filler	Crescent Filler	Lever Filler
2200PB	2260PB	2210PB	2270PB	2220PB	2280PB	2220PH	2280PH	2230PD	2290PD
Basketweave	Basketweave	Basketweave	Basketweave	Basketweave	Basketweave	Engine Turned	Engine Turned	Diamond	Diamond
2200PE	2260PE	2210PE	2270PE	2220PE	2280PE	2220PK	2280PK	2230PK	2290PK
Colonial	Colonial	Colonial	Colonial	Colonial	Colonial	Engine Turned	Engine Turned	Engine Turned	Engine Turned
2200PV	2260PV	2210PV	2270PV	2220PV	2280PV				
"V" Design	"V" Design	"V" Design	"V" Design	"V" Design	"V" Design				
8.00	8.00	8.50	8.50	9.50	9.50	11.50	11.50	11.50	11.50

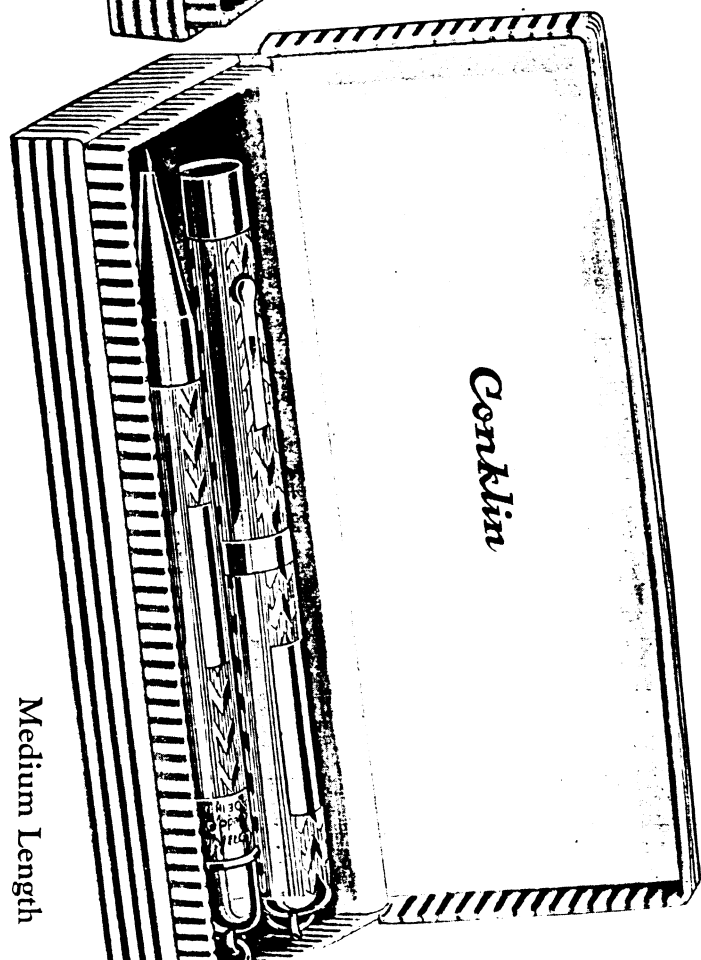
Crescent and Lever
Filler Types

Conklin Utility Sets

White, Green and Yellow Gold
and Sterling Silver



Long Length



Medium Length

Sterling Silver	
Crescent Filler	Lever Filler
3200B	3260B
3200E	3260E
3200V	3260V
3200PB	3260PB
3200PE	3260PE
3200PV	3260PV
	"V" Design
Basketweave	Basketweave
Colonial	Colonial
"V" Design	"V" Design
Basketweave	Basketweave
Colonial	Colonial
"V" Design	"V" Design

Yellow Gold	
Crescent Filler	Lever Filler
3210B	3270B
3210E	3270E
3210V	3270V
3210PB	3270PB
3210PE	3270PE
3210PV	3270PV
	"V" Design
Basketweave	Basketweave
Colonial	Colonial
"V" Design	"V" Design
Basketweave	Basketweave
Colonial	Colonial
"V" Design	"V" Design

Green Gold	
Crescent Filler	Lever Filler
3220B	3280B
3220E	3280E
3220V	3280V
3220H	3280H
3220K	3280K
3220PB	3280PB
3220PE	3280PE
3220PV	3280PV
3220PH	3280PH
3220PK	3280PK
	"V" Design
Basketweave	Basketweave
Colonial	Colonial
"V" Design	"V" Design
Basketweave	Basketweave
Colonial	Colonial
"V" Design	"V" Design

White Gold	
Crescent Filler	Lever Filler
3230D	3290D
3230K	3290K
3230PD	3290PD
3230PK	3290PK
4230D	4290D
4230K	4290K
	"V" Design
Basketweave	Basketweave
Colonial	Colonial
"V" Design	"V" Design
Basketweave	Basketweave
Colonial	Colonial
"V" Design	"V" Design

Diamond	Diamond
Engine Turned	Engine Turned
Diamond	Diamond
Engine Turned	Engine Turned
Diamond	Diamond
Engine Turned	Engine Turned

Conklin Metal Pens

Crescent Filler Type

Long and Medium Lengths

White, Green and Yellow Gold and Sterling Silver

Sterling Silver

320B	Basketweave	Long length	\$6.00
320E	Colonial	"	6.00
320V	"V" Design	"	6.00
320PB	Basketweave	Short length	6.00
320PE	Colonial	"	6.00
320PV	"V" Design	"	6.00

Yellow Gold

321B	Basketweave	Long length	\$6.00
321E	Colonial	"	6.00
321V	"V" Design	"	6.00
321PB	Basketweave	Short length	6.00
321PE	Colonial	"	6.00
321PV	"V" Design	"	6.00
421B	Basketweave	Long length	7.50
421E	Colonial	"	7.50
421V	"V" Design	"	7.50

Green Gold

322B	Basketweave	Long length	\$6.50
322E	Colonial	"	6.50
322V	"V" Design	"	6.50
322H	Engine Turned	"	7.50
322K	Engine Turned	"	7.50
322PB	Basketweave	Short length	6.50
322PE	Colonial	"	6.50
322PV	"V" Design	"	6.50
322PH	Engine Turned	"	7.50
322PK	Engine Turned	"	7.50
422B	Basketweave	Long length	8.00
422E	Colonial	"	8.00
422V	"V" Design	"	8.00
422H	Engine Turned	"	9.00
422K	Engine Turned	"	9.00

White Gold

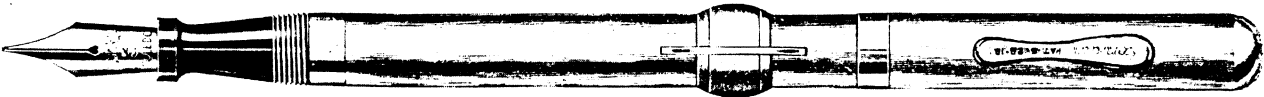
323D	Diamond	Long length	\$7.50
323K	Engine Turned	"	7.50
323PD	Diamond	Short length	7.50
323PK	Engine Turned	"	7.50
423D	Diamond	Long length	9.00
423K	Engine Turned	"	9.00



No. 321B



No. 320PV



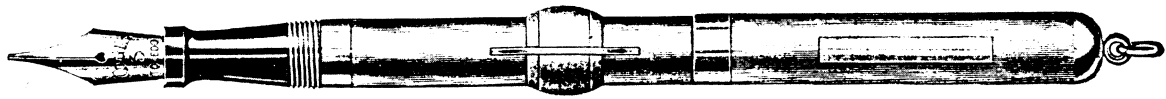
No. 322E



No. 322PB



No. 320V



No. 321PE

Conklin Metal Pens

Lever Filler Type

Long and Medium Lengths

White, Green and Yellow Gold and

Sterling Silver

Sterling Silver

326B	Basketweave	Long length	\$6.00
326E	Colonial	"	6.00
326V	"V" Design	"	6.00
326PB	Basketweave	Short length	6.00
326PE	Colonial	"	6.00
326PV	"V" Design	"	6.00

Yellow Gold

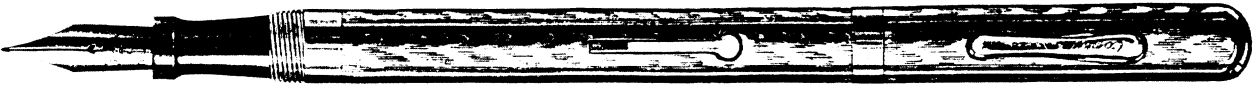
327B	Basketweave	Long length	\$6.00
327E	Colonial	"	6.00
327V	"V" Design	"	6.00
327PB	Basketweave	Short length	6.00
327PE	Colonial	"	6.00
327PV	"V" Design	"	6.00
427B	Basketweave	Long length	7.50
427E	Colonial	"	7.50
427V	"V" Design	"	7.50

Green Gold

328B	Basketweave	Long length	\$6.50
328E	Colonial	"	6.50
328V	"V" Design	"	6.50
328H	Engine Turned	"	7.50
328K	Engine Turned	"	7.50
328PB	Basketweave	Short length	6.50
328PE	Colonial	"	6.50
328PV	"V" Design	"	6.50
328PH	Engine Turned	"	7.50
328PK	Engine Turned	"	7.50
428B	Basketweave	Long length	8.00
428E	Colonial	"	8.00
428V	"V" Design	"	8.00
428H	Engine Turned	"	9.00
428K	Engine Turned	"	9.00

White Gold

329D	Diamond	Long length	\$7.50
329K	Engine Turned	"	7.50
329PD	Diamond	Short length	7.50
329PK	Engine Turned	"	7.50
429D	Diamond	Long length	9.00
429K	Engine Turned	"	9.00



No. 327V



No. 326PE



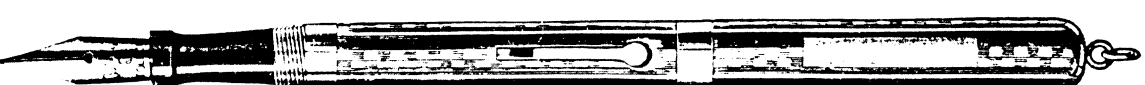
No. 328B



No. 328PV



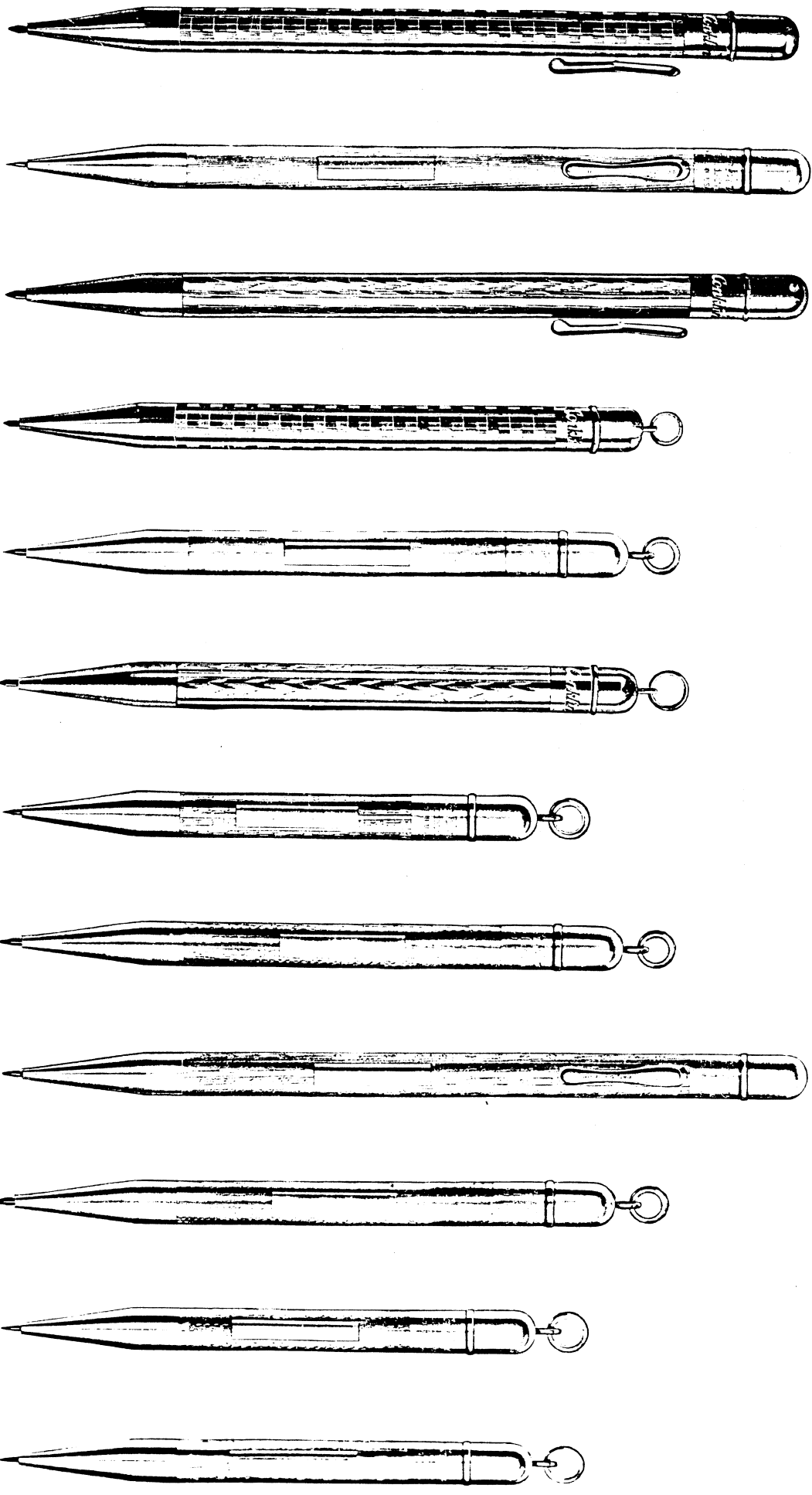
No. 326E



No. 327PB

Conklin Automatic Pencils

White, Green and Yellow Gold



- No. 4B
- No. 4E
- No. 4V
- No. 4BS
- No. 5ES
- No. 5VS
- No. 5HM
- No. 5KS
- No. 6D
- No. 6KS
- No. 6KM
- No. 6DM

Yellow Gold

4B Basketweave . . .	\$3.50	4EM Colonial	\$3.50
4BS Basketweave . .	3.50	4V "V" Design	3.50
4BM Basketweave . .	3.50	4VS "V" Design	3.50
4E Colonial	3.50	4VM "V" Design	3.50
4ES Colonial	3.50		

Green Gold

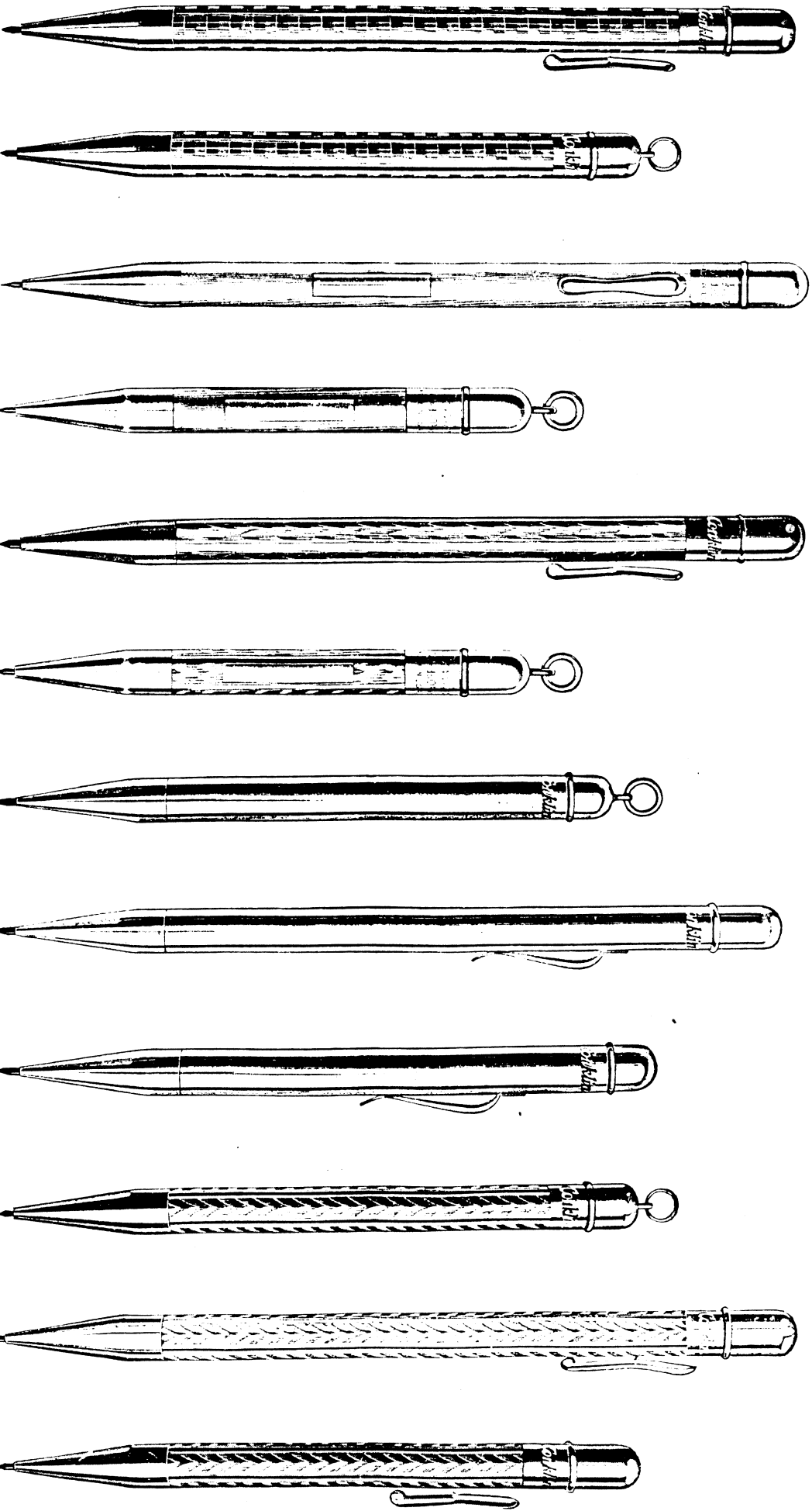
5B Basketweave . . .	\$4.00	5EM Colonial	\$4.00
5BS Basketweave . .	4.00	5V "V" Design	4.00
5BM Basketweave . .	4.00	5VS "V" Design	4.00
5E Colonial	4.00	5VM "V" Design	4.00
5ES Colonial	4.00	5H Engine Turned . . .	5.00

White Gold

6D Diamond	\$5.00	6K Engine Turned . . .	\$5.00
6DS Diamond	5.00	6KS Engine Turned . . .	5.00
6DM Diamond	5.00	6KM Engine Turned . . .	5.00

Conklin Automatic Pencils

Sterling Silver and Silver Plate



No. 2B No. 2BS No. 2E No. 2EM No. 2V No. 2VM No. OS No. O No. OSC No. IVS No. IV No. IVSC

2B Basketweave . . . \$3.00
 2BS Basketweave . . . 3.00
 2BM Basketweave . . . 3.00

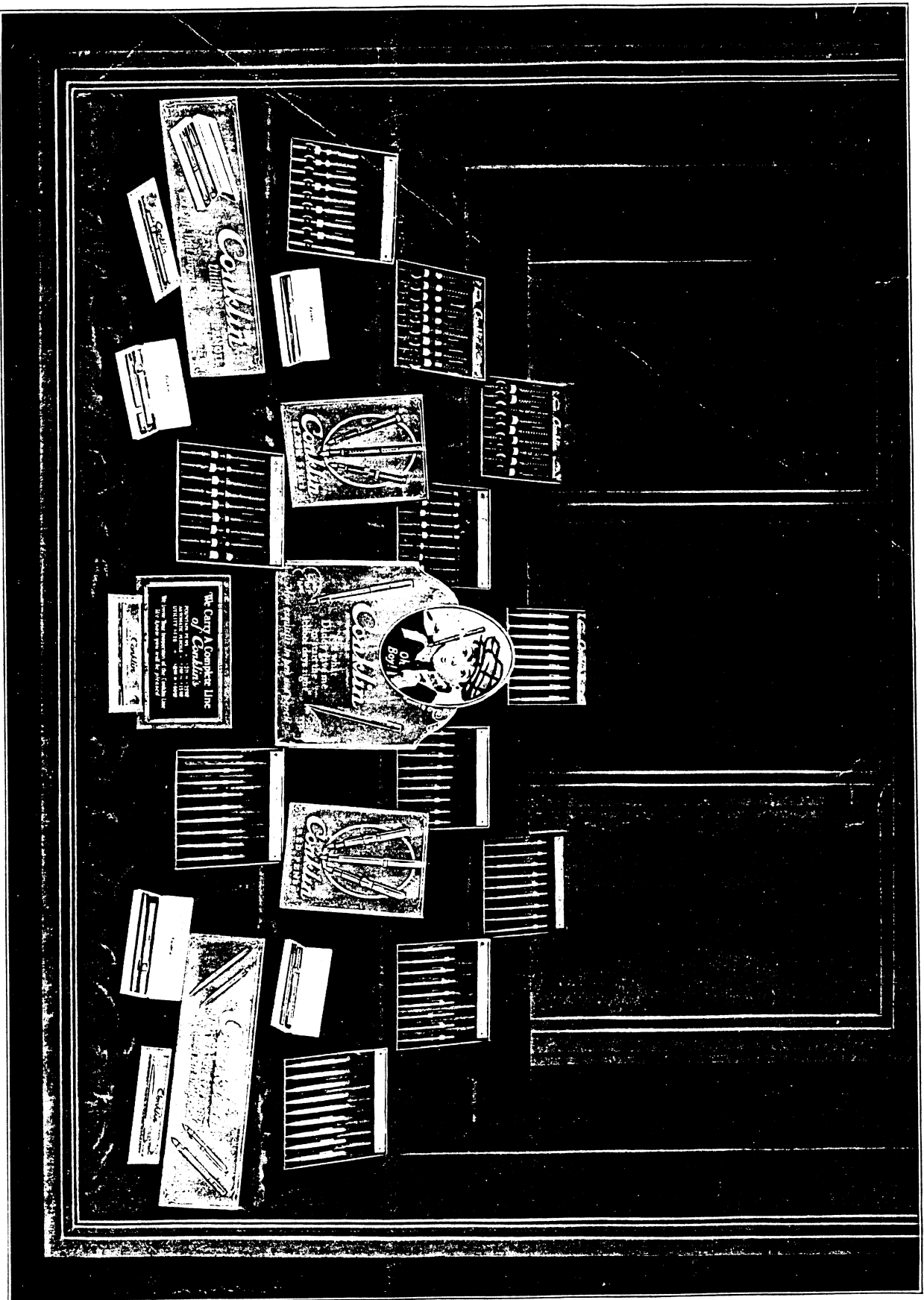
Sterling Silver

2E Colonial \$3.00
 2ES Colonial 3.00
 2EM Colonial 3.00
 2V "V" Design \$3.00
 2VS "V" Design 3.00
 2VM "V" Design 3.00

Silver Plate

O \$1.00 OS \$1.00
 IV 1.50 IVS 1.50
 OSC \$1.00
 IVSC 1.50

How to Get the Most Out of Conklin Window Displays



HERE'S a suggestion for a complete Conklin window trim. Combine this thought with your own ideas and use the display to capitalize on the Conklin advertising in the National magazines. Conklin ads will appear frequently in the midst of the big buying

season—the time that brings bigger sales and greater profits to your store. Save these cards. Use them frequently. A companion card will be sent to you to use with this complete set in your Christmas window.